

So the People May Know:

The upbuilding of any community depends upon its natural resources, fertility of soil in adjacent territory and character of products, and upon its principles of doing business and the character and ability of the men behind its institutions. The growth of a city must necessarily follow the growth and expansion of its industries. To have faith in a city means faith in its institutions. Combining these prerequisites with a "pull together" spirit must eventually build and expand the city of Amarillo even beyond the present anticipations.

When Henry L. Doherty & Co. acquired the property of the old Amarillo Water, Light & Power Co. (now the City Light & Water Co.) they did so with full confidence in the outcome of their investment, the growth of the city and its industries. They have expended thousands upon thousands of dollars in the reconstruction and improvement of the plants and distribution systems. The result is that Amarillo today enjoys a public service on a par with the best in larger cities of the country. During the periods of reconstruction, the revenues of any industry are rarely adequate to the abnormal cash requirements. Costs of reconstructing must be financed outside the company and to meet this need Henry L. Doherty & Co. have been unsparing in their investments in order that the equipment and service of the City Light & Water Co. might be greatly improved and raised to the standard of "Doherty Service."

At the present time the City Light & Water Co. are commencing improvements and extensions to cost \$60,000.00. Almost without exception, the costs of manufactured products and raw materials have increased by leaps and bounds within the past six months. Notwithstanding the large expenditures for improvements now under way and the increased cost of production, it was with a great deal of satisfaction that, due to increased efficiency in operation, we were enabled to announce a considerable reduction in rates for light and water beginning with January 1st, 1916. To the observing and calculating mind it is but a simple problem to determine at once that this reduction must make a considerable decrease in our earnings. The average number of water customers during the year 1915 was 1850. Of this number approximately 1490 paid bills for the minimum amount only. It is obvious from this that the reduction of the minimum from \$1.50 to \$1.00 will mean a decrease in our revenue from water per month of between \$400 and \$500. While we have not made any statistics on the probable affect on earnings due to the 10 per cent reduction in light and water to customers obtaining service on franchise rates, we have estimated a probable total decrease in our monthly revenue of from \$800 to \$900, or nearly \$10,000 per year. This means a saving to the people of Amarillo of practically this amount annually. We therefore, wish particularly to impress upon the reader that your light and water is probably the only commodity that has not increased in cost during the past year.

The annual payroll of the City Light & Water Co. and the Amarillo Street Railway Co. is \$50,000 and is approximately 30 per cent of our gross revenue. This payroll is all expended in Amarillo which means that 30 per cent of gross proceeds of our business through payroll alone comes back to the people through its various commercial channels.

The management of the company desires particularly to invite any just criticisms and suggestions which will assist us in improving our service or which will tend to bind the company and the people of Amarillo closer together for mutual benefit.

City Light & Water Co.